

PRESS RELEASE
Partnership for Education
July 10, 2002

The City of Houston and Houston Community College announced they are working together to produce and broadcast education videos to promote safe cycling in Houston. The Houston Bikeway Program and the School of Broadcast Technology are producing education videos to increase safety and awareness. These videos will be broadcast on the HCC Station and the Municipal Channel. Future broadcast sponsorships are expected.

Three different video formats are in production. A video tour will include safety tips in a travel tour format; a bikeway program overview will introduce the program to a wide audience from planners to citizens interested in how this City of Houston program works; and the third format is a series of public service announcements to reach the community through the television media.

"We're very excited to work with Houston Community College on these projects to expand our program's ability to reach the public with our safety and awareness message," said Lilibeth André, the City's Bicycle Pedestrian Coordinator. "With over 200 miles of bikeways already built, and 180 more miles on the way, we want to communicate to motorists, cyclists and pedestrians that bikeways are a transportation alternative too."

This partnership offers a winning strategy. The City gains quality resources currently not available to produce educational projects that have a greater reach within the community. Houston Community College wins because students gain real-world experience as they produce projects that satisfy a current need in the community. And Houstonians win because through these video projects, they receive safety education that will make them better drivers, cyclists and pedestrians, as they learn about the Houston bikeway network and consider cycling and walking as a transportation option that is economical, good for fitness, fun, and beneficial to the environment because one more bike or pedestrian on the bikeways is one less car on the road.

For more information on the Houston Bikeway Program visit the Program website at: www.houstonbikeways.org or call at (713) 837-0003.

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